<u>A<small>MENDMENTS TO THE</small> C<small>LAIMS</small></u>

This listing of claims will replace all prior versions of claims in the application:

Listing of Claims:

1.   (Currently Amended) A ~~computer~~ system ~~for designating rules for determining when print orders are to be generated from events occurring on a sales management database~~ comprising:

~~an input device for receiving user input~~;

~~a display having a first display region displaying an item to be printed and a second display region displaying a menu of events associated with said sales management database;~~

a processor ~~for receiving~~ <u>configured to receive</u> ~~a user~~ <u>first</u> input ~~selecting~~ ~~said~~ <u>that selects an</u> item <u>to be printed</u> and <u>second input that selects</u> ~~one of said~~ <u>an event from a</u> menu of ~~said~~ events <u>relating to activity in a sales management database</u>; <u>and</u>

[[a]] storage ~~for storing~~ <u>configured to store</u> an event rule ~~relating said~~ <u>that relates the selected</u> event and ~~said selected~~ <u>the</u> item,

wherein, ~~upon occurrence of said selected event,~~ the processor is configured to <u>automatically generate</u> a print order relating to ~~said~~ <u>the</u> item ~~is generated~~ <u>in response to occurrence of the event</u>.

2.   (Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ <u>of</u> claim 1, ~~wherein said second display region includes at least one event chosen from~~ <u>wherein the event comprises at least one of</u> a new contact <u>being</u> added to the sales management database ~~and~~ <u>or</u> a <u>change to the sales management database indicative of a</u> contact rising to a new status level.

3.   (Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ <u>of</u> claim 1, ~~further comprising:~~

~~a third display region displaying to where the~~ <u>wherein the processor is further configured to receive third input that specifies a destination for an</u> output of [[a]] <u>the</u> print order ~~is to be sent~~.

4.   (Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 1, ~~further comprising:~~

~~a third display region displaying when~~ wherein the processor is further configured to receive third input that specifies a time at which a result[[s]] of ~~said~~ the print order ~~are~~ is to be sent to a sales contact.

5.   (Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 1, ~~further comprising:~~

~~a third display region displaying when~~ wherein the processor is further configured to receive third input that specifies a time at which a result[[s]] of ~~said~~ the print order ~~are~~ is to be sent to a salesperson associated with a sales contact.

6.   (Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 1, wherein the item[[s]] is one of a set of items that relate to different versions of sales packets.

7.   (Currently Amended) A method ~~of designating event rules~~ comprising ~~the steps of:~~

~~providing~~ selecting, via a first display region, ~~allowing selection of~~ an item[[s]] that contains information from a sales management database;

~~providing~~ selecting, via a second display region, ~~allowing selection of~~ an event[[s]] ~~that may occur~~ relating to a change in ~~said~~ the sales management database; and

~~receiving user designation of one of said items;~~

~~receiving user designation of one of said events,~~

~~wherein a print order regarding said designated item is generated upon detection of said designated event~~

automatically generating a print order for the item in response to detecting occurrence of the event.

3

8.   (Currently Amended) The method according to claim 7, ~~wherein said~~ <u>further comprising</u> <u>designating</u> ~~events include a~~ <u>the</u> change ~~in said sales management database in~~ <u>to be</u> at least one of a new contact being added to ~~said~~ <u>the sales management</u> database ~~and~~ <u>or</u> a ~~change to a data field or a table in the sales management database indicative of a~~ contact rising to a new level of contact.

9.   (Currently Amended) ~~A user~~ <u>An</u> interface ~~for designating rules for determining when print orders are to be generated~~ comprising:

        a first display region ~~displaying~~ <u>configured to display</u> an item to be printed; <u>and</u>

        a second display region ~~displaying~~ <u>configured to display</u> a menu of events ~~associated with~~ <u>for occurrence in</u> <u>a</u> <u>sales management</u> database, wherein, ~~one of said events is selected by a user and, upon~~ <u>in response to</u> occurrence of ~~the selected~~ <u>an</u> event ~~displayed in said second display region~~ <u>selected from the menu of events</u>, a print order is <u>automatically</u> generated.

10.   (Withdrawn – Currently Amended) The ~~user~~ interface ~~according to~~ <u>of</u> claim 9, further comprising:

        a third display region ~~displaying when~~ <u>configured to display a time at which</u> an event message related to ~~said~~ <u>the</u> print order is to be released.

11.   (Withdrawn – Currently Amended) The ~~user~~ interface ~~according to~~ <u>of</u> claim 10, wherein ~~said~~ <u>the</u> third display region <u>is configured to</u> indicate[[s]] <u>that</u> ~~said~~ <u>the</u> event message is to be automatically released.

12.   (Withdrawn – Currently Amended) The ~~user~~ interface ~~according to~~ <u>of</u> claim 10, wherein ~~said~~ <u>the</u> third display region <u>is configured to</u> indicate[[s]] that ~~said~~ <u>the</u> print order is to be released ~~when~~ <u>in response to a determination that</u> ~~the~~ <u>a</u> number of events has reached a predetermined number.

13.   (Withdrawn – Currently Amended) The ~~user~~ interface ~~according to~~ <u>of</u> claim 10, wherein ~~said~~ <u>the</u> third display region <u>is configured to</u> indicate[[s]] that ~~said~~ <u>the</u> print order is to be released after a period of time.

14.   (Withdrawn – Currently Amended) The ~~user~~ interface ~~according to~~ of claim 10, wherein ~~said~~ the third display region is configured to indicate[[s]] that ~~said~~ the print order is to be released after approval from ~~at least another~~ an entity.

15.   (Withdrawn – Currently Amended) The ~~user~~ interface ~~according to~~ of claim 9, further comprising a third display region ~~receiving~~ configured to receive designation of a minimum inventory number.

16.   (Withdrawn – Currently Amended) The ~~user~~ interface ~~according to~~ of claim 9, ~~wherein said item is imaged in quantity and~~ further comprising a third display region ~~receiving~~ configured to receive designation of an amount to increase ~~said~~ a quantity in which the item is to be imaged.

17.   (Currently Amended) A method ~~for designating rules for generating and handling print orders in response to events in a database~~ comprising ~~the steps of~~:

        displaying a list of events ~~that may occur in said~~ relating to a change in a sales management database;

        receiving a selection of ~~one of said~~ an event from the list of events;

        displaying a list of items ~~that may~~ to be automatically imaged in response to occurrence of at least one of ~~said~~ the events;

        receiving a selection of ~~one of said~~ an item of the list of items; and

        storing ~~said~~ the event ~~selection~~ and ~~said~~ the item ~~selection~~.

18.   (Currently Amended) The method ~~according to~~ of claim 17, ~~wherein, upon~~ further comprising automatically generating a print order in response to occurrence of ~~said~~ the event in ~~said~~ the sales management database, ~~said print order is generated, said~~ the print order including an indication that ~~said~~ the item is to be imaged.

19.   (Currently Amended) The method ~~according to~~ of claim 18, ~~wherein~~ further comprising ~~imaging said item includes~~ printing ~~said~~ the item onto a physical medium.

20.   (Currently Amended) The method ~~according to~~ of claim 18, ~~wherein imaging said item includes~~ further comprising generating an electronic version of ~~said~~ the item.

21.   (Currently Amended) The method ~~according to~~ of claim 17, wherein ~~said~~ the displaying the list of items includes displaying at least one of an image business card[[s]], an image brochure[[s]], an image sales packet[[s]], an image product flyer[[s]], ~~and~~ or an image reprint[[s]].

22.   (Currently Amended) The method ~~according to~~ of claim 18, wherein ~~said~~ the automatically generating the print order comprising generating the print order ~~contains~~ containing less than all information needed for imaging ~~said~~ the item.

23.   (Currently Amended) The method ~~according to~~ of claim 18, further comprising ~~the step of:~~ processing ~~said~~ the print order to include additional information not present in ~~said~~ the print order.

24.   (Currently Amended) The method ~~according to~~ of claim 17, further comprising ~~the step of~~ transmitting ~~said~~ the event across a network ~~of computers including the Internet~~.

25.   (Withdrawn – Currently Amended) The method ~~according to~~ of claim 17, ~~wherein said database is~~ further comprising defining the list of events to relate to activity in a human resources database.

26.   (Withdrawn – Currently Amended) The method ~~according to~~ of claim 17, ~~wherein said database is~~ further comprising defining the list of events to relate to activity in an inventory control database.

27.   (Withdrawn – Currently Amended) The method ~~according to~~ of claim 17, ~~wherein said database is~~ further comprising defining the list of events to relate to activity in a manufacturing database.

28.   (Withdrawn – Currently Amended) The method ~~according to~~ of claim 17, ~~wherein said database is~~ further comprising defining the list of events to relate to activity in a publishing database.

29.   (Withdrawn – Currently Amended) The method ~~according to~~ of claim 23, wherein ~~said the~~ processing ~~of said print order~~ includes extracting ~~said~~ the additional information from a second database.

30.   (Currently Amended) A computer-readable medium ~~storing a computer-implemented method for designating rules for generating print orders in response to events in a database, said method comprising the steps of~~ having stored thereon computer-executable instructions that, in response to execution, cause a computing device to perform operations including:

displaying a list of events ~~that may occur~~ capable of occurring in ~~said~~ a sales management database;

receiving a selection of ~~one of said~~ an event of the list of events;

displaying a list of items ~~that may be~~ capable of being imaged in response to occurrence of at least one ~~event~~ of ~~said~~ the list of events;

receiving a selection of ~~one of said~~ an item of the list of items; and

storing ~~said~~ the event ~~selection~~ and ~~said~~ the item ~~selection~~.

31.   (Currently Amended) The computer-readable medium ~~storing said method according to~~ of claim 30, ~~wherein,~~ the operations further including automatically generating a print order ~~upon~~ in response to occurrence of ~~said~~ the event in ~~said~~ the sales management database, ~~said print order is generated, said~~ the print order including an indication that ~~said~~ the item is to be imaged.

32.   (Currently Amended) The computer-readable medium ~~storing said method according to~~ of claim 31, ~~wherein imaging said item includes~~ the operations further including, in response to the automatically generating the print order, printing ~~said~~ the item onto a physical medium.

33.   (Currently Amended) The computer-readable medium ~~storing said method according to~~ of claim 31, ~~wherein imaging said the item includes~~ the operations further including, in response to the automatically generating the print order, generating an electronic version of ~~said~~ the item.

34.   (Currently Amended) The computer-readable medium ~~storing said method according to~~ of claim 30, wherein ~~said actions~~ the displaying the list of items includes displaying at least one of an image business card[[s]], an image brochure[[s]], an image sales packet[[s]], an image product flyer[[s]], ~~and~~ or an image reprint[[s]].

35.   (Currently Amended) The computer-readable medium ~~storing said method according to~~ of claim 31, wherein ~~said~~ the automatically generating the print order includes generating the print order to contain[[s]] less than all information needed for imaging ~~said~~ the item.

36.   (Currently Amended) The computer-readable medium ~~storing said method according to~~ of claim 31, ~~wherein said~~ the operations further including processing the print order ~~is processed~~ to include additional information not present in ~~said~~ the print order as generated.

37.   (Currently Amended) The computer-readable medium ~~storing said method according to~~ of claim 36, ~~wherein said~~ the operations further including transmitting the event ~~is transmitted~~ across a network of computers including the Internet.

38.   (Withdrawn – Currently Amended) The computer-readable medium ~~storing said method according to~~ of claim 30, wherein ~~said~~ the database is a human resources database.

39.   (Withdrawn – Currently Amended) The computer-readable medium ~~storing said method according to~~ of claim 30, wherein ~~said~~ the database is an inventory control database.

40.   (Withdrawn – Currently Amended) The computer-readable medium ~~storing said method according to~~ of claim 30, wherein ~~said~~ the database is a manufacturing database.

41.   (Withdrawn – Currently Amended) The computer-readable medium ~~storing said method according to~~ of claim 30, wherein ~~said~~ the database is a publishing database.

42.   (Withdrawn – Currently Amended) The computer-readable medium ~~storing said method according to~~ of claim 36, wherein ~~said~~ the processing of ~~said~~ the print order includes extracting ~~said~~ the additional information from a second database.

43.   (Currently Amended) A ~~computer~~ system ~~for designating rules for determining when print orders are to be generated~~ comprising:

       ~~an input device for receiving user input;~~

       a display having a first display region ~~displaying~~ configured to display an item to be printed and a second display region ~~displaying~~ configured to display a menu of events associated with activity in a sales management database;

       a processor ~~for receiving~~ configured to receive ~~a user~~ input ~~selecting~~ that selects ~~said~~ the item to be printed and ~~one of said~~ an event from the menu of ~~said~~ events;

       a storage component ~~for storing~~ configured to store an event rule relating ~~said~~ the ~~selected~~ event and ~~said~~ the ~~selected~~ item, wherein, ~~upon~~ in response to occurrence of ~~said~~ the ~~selected~~ event, a print order relating to ~~said~~ the item is automatically generated.

44.   (Withdrawn – Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 43, ~~said~~ the display further comprising:

       a third display region ~~displaying when~~ configured to display a time at which an event message related to ~~said~~ the print order is to be released.

45.   (Withdrawn – Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 44, wherein ~~said~~ the third display region is configured to indicate[[s]] that ~~said~~ the event message is to be automatically released.

46.   (Withdrawn – Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 44, wherein ~~said~~ the third display region ~~indicates~~ is configured to indicate that ~~said the~~ print order is to be released ~~when the~~ in response to a number of events ~~has reached~~ reaching a predetermined number.

47.   (Withdrawn – Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 44, wherein ~~said~~ the third display region ~~indicates~~ is configured to indicate that ~~said the~~ print order is to be released after a period of time.

48.   (Withdrawn – Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 44, wherein ~~said~~ the third display region ~~indicates~~ is configured to indicate that ~~said the~~ print order is to be released after approval from ~~at least another entity~~ one or more entities.

49.   (Withdrawn – Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 43, further comprising a third display region ~~receiving~~ is configured to receive designation of a minimum inventory number.

50.   (Withdrawn – Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 43, ~~wherein said item is imaged in quantity and~~ further comprising a third display region ~~receiving~~ configured to receive designation of an amount to increase ~~said~~ a quantity in which the item is to be imaged.

51.   (Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 43, wherein ~~said~~ the print order includes an indication that ~~said~~ the item is to be imaged.

52.   (Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 51, wherein imaging ~~said~~ the item includes printing ~~said~~ the item onto a physical medium.

53.   (Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 51, wherein imaging ~~said~~ the item includes generating an electronic version of ~~said~~ the item.

54.   (Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 51, wherein ~~said~~ the processor is part of an expert system.

55.   (Withdrawn – Currently Amended) A ~~computer~~ system ~~for designating rules for determining when print orders are to be generated from events occurring on a human resources database~~ comprising:

~~an input device for receiving user input;~~

a display having a first display region ~~displaying~~ configured to display an item to be printed and a second display region ~~displaying~~ configured to display a menu of events associated with ~~said~~ the human resources database;

a processor ~~for receiving~~ configured to receive ~~a user~~ first input ~~selecting said~~ for selection of the item to be printed and second input for selection of ~~one of said~~ an event from the menu of ~~said~~ events; and

a storage ~~for storing~~ configured to store an event rule relating ~~said~~ the ~~selected~~ event and ~~said~~ the ~~selected~~ item, ~~wherein, upon occurrence of said selected event, a print order relating to said item is generated~~

wherein the processor is further configured to automatically generate a print order for the item in response to occurrence of the event.

56.   (Withdrawn – Currently Amended) The ~~computer~~ system for ~~designating rules according to~~ of claim 55, wherein ~~said second display region~~ the menu of events includes at least one of ~~events chosen from~~ addition of a new employee ~~added,~~ ~~a new~~ modification of an employee location, ~~a new~~ modification of an employee title, ~~a new~~ modification of an employee phone number, ~~a new~~ modification of an employee facsimile number, ~~and~~ or ~~a new~~ modification of an employee email address.

57.   (Withdrawn – Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 55, further comprising:

a third display region ~~displaying when~~ configured to display a time at which an event message related to ~~said~~ the print order is to be released.

58.   (Withdrawn – Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 57, wherein ~~said~~ the third display region is configured to indicate[[s]] ~~said~~ that the event message is to be automatically released.

59.   (Withdrawn – Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 57, wherein ~~said~~ the third display region is configured to indicate[[s]] that ~~said~~ the print order is to be released ~~when~~ in response to ~~the~~ a number of events ~~has reached~~ reaching a predetermined number.

60.   (Withdrawn – Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 57, wherein ~~said~~ the third display region is configured to indicate[[s]] that ~~said~~ the print order is to be released after a period of time.

61.   (Withdrawn – Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 57, wherein ~~said~~ the third display region is configured to indicate[[s]] that ~~said~~ the print order is to be released after approval from at least ~~another~~ one entity.

62.   (Withdrawn – Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 55, wherein ~~said~~ the print order includes an indication that ~~said~~ the item is to be imaged.

63.   (Withdrawn – Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 62, wherein ~~imaging said~~ the print order specifies that the item ~~includes printing said item~~ is to be printed onto a physical medium.

64.   (Withdrawn – Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 62, wherein ~~imaging said item includes generating~~ the print order specifies that an electronic version of ~~said~~ the item is to be generated.

65.   (Withdrawn – Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 55, further comprising:

a third display region ~~displaying when~~ configured to display a time at which a result[[s]] of ~~said~~ the print order ~~are~~ is to be sent to a client.

66.   (Withdrawn – Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 65, wherein ~~said~~ the third region is configured to indicate[[s]] that ~~said~~ a result[[s]] of imaging the print order ~~are~~ is to be sent to ~~the~~ a client ~~when said~~ in response to the print order ~~has been~~ being fulfilled.

67.   (Withdrawn – Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 65, wherein ~~said~~ the third display region is configured to indicate[[s]] that ~~said~~ the result[[s]] ~~are~~ is to be held until a predetermined date prior to sending the ~~completed print order~~ result to the client.

68.   (Withdrawn – Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 65, wherein ~~said~~ the third display region is configured to indicate[[s]] that ~~said~~ the result[[s]] ~~are~~ is to be sent to a specific address.

69.   (Withdrawn – Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 55, wherein ~~said~~ the processor is part of an expert system.

70. (Withdrawn – Currently Amended) A method ~~of designating event rules~~ comprising ~~the steps of:~~

~~providing~~ <u>selecting, from</u> a first display region<u>,</u> ~~allowing selection of~~ <u>an</u> item[[s]] that contains information from a human resources database;

~~providing~~ <u>selecting, from</u> a second display region<u>,</u> ~~allowing selection of~~ <u>an</u> event[[s]] ~~that may occur in said~~ <u>capable of occurring in the</u> human resources database; <u>and</u>

~~receiving user designation of one of said items;~~

~~receiving user designation of one of said events,~~

~~wherein~~ <u>automatically generating</u> a print order ~~regarding said~~ <u>for the</u> ~~designated~~ item ~~is generated upon detection of said~~ <u>in response to detecting the</u> ~~designated~~ event.

71. (Withdrawn – Currently Amended) The method ~~according to~~ <u>of</u> claim 70, wherein ~~said~~ <u>the selecting the</u> event[[s]] includes <u>selecting</u> a change in ~~said~~ <u>the</u> human resources database in at least one of a new employee being added, an employee's location changing, or an employee receiving a new title, <u>a new</u> phone number, <u>a new</u> facsimile number, or <u>a new</u> email.

72. (Withdrawn – Currently Amended) A ~~computer~~ system ~~for designating rules for determining what print orders are to be generated from events occurring on a publishing database~~ comprising:

~~an input device for receiving user input;~~

a display ~~having~~ <u>comprising</u> a first display region ~~displaying~~ <u>configured to display</u> an item to be printed and a second display region ~~displaying~~ <u>configured to display</u> a menu of events associated with ~~said~~ <u>a</u> publishing database;

a processor ~~for receiving~~ <u>configured to receive</u> ~~a user~~ <u>first</u> input ~~selecting said~~ <u>to select</u> the item and <u>second input to select</u> ~~one of said~~ <u>an</u> event from the menu of ~~said~~ events; <u>and</u>

[[a]] storage ~~for storing~~ <u>configured to store</u> an event rule relating ~~said~~ <u>the</u> ~~selected~~ event ~~and said~~ <u>to the</u> ~~selected~~ item,

wherein~~, upon occurrence of said~~ <u>the</u> ~~selected~~ event, <u>the processor is further configured to automatically generate</u> a print order relating ~~said~~ <u>the</u> item ~~is generated~~ <u>in response to occurrence of the event.</u>

73   (Withdrawn – Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 72, wherein ~~said second display region~~ the menu of events includes at least one event ~~chosen from~~ comprising at least one of a quantity of orders exceeding a predetermined number ~~and~~ or a period between filling orders reaching a predefined period.

74.   (Withdrawn – Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 72, further comprising:

        a third display region ~~displaying~~ configured to display ~~the~~ a title of a publication.

75.   (Withdrawn – Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 72, wherein the item[[s]] relates to reprints of publications or covers of publications.

76.   (Withdrawn – Currently Amended) The ~~computer~~ system ~~for designating rules according to~~ of claim 72, further comprising:

        a third display region ~~designating~~ configured to designate a quantity over ~~the~~ a number of orders a current print job ~~should~~ is to be run.

77.   (Withdrawn – Currently Amended) A method ~~of designating event rules~~ comprising ~~the steps of:~~

        ~~providing~~ receiving selection, via a first display region, ~~allowing selection of items~~ of an item that contains information from a publishing database;

        ~~providing~~ receiving selection, via a second display region, ~~allowing selection of~~ of an event[[s]] ~~that may occur~~ capable of occurring in ~~said~~ the publishing database; and

        ~~receiving user designation of one of said items;~~

        ~~receiving user designation of one of said events,~~

        ~~wherein~~ automatically generating a print order regarding ~~said~~ the designating item ~~is generated upon~~ in response to detection of ~~said~~ the designated event.

78.   (Withdrawn – Currently Amended) The method ~~according to~~ of claim 77, wherein ~~said~~ the receiving selection of the event[[s]] include<u>s</u> <u>receiving selection of</u> a change in ~~said~~ <u>the</u> publishing database in at least one of orders for a reprint of a publication exceeding a predetermined number ~~and~~ <u>or</u> an order remaining unfulfilled for a predetermined period of time.

79.   (New) The system of claim 1, further comprising a display having a first display region configured to display the item to be printed and a second display region configured to display the menu of events associated with the sales management database.

80.   (New) The system of claim 1, further comprising a monitoring component configured to monitor at least one of a data field or a data table in the sales management database for the occurrence of the event.

81.   (New) The method of claim 7, wherein the detecting the occurrence of the event includes monitoring at least one of a data field or a data table of the sales management database.

82.   (New) The method of claim 24, wherein the transmitting includes transmitting the event over the Internet.